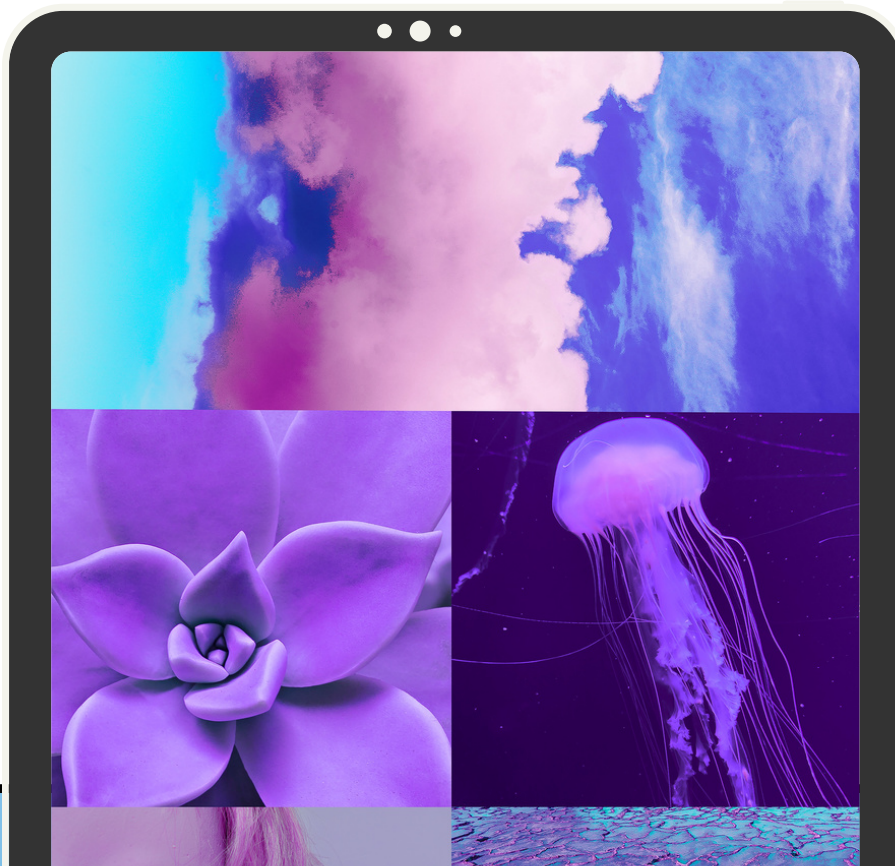


Digital WYLD

Crafting Your **Brand**

A Step-by-Step
Workbook to **Mission,**
Vision, and Values





Navigating The Path Ahead


A strong brand starts with a clear understanding of its purpose. The process of defining your brand's mission, vision, and values is crucial in creating an identity that stands out and truly connects with your audience.

“

A strong organization has a clear vision, a shared mission, and a well-defined set of values. It knows where it wants to go, why it exists, and how it will behave along the way.

- Patrick Lencioli

”



This workbook will guide you through a step-by-step process to develop strong mission, vision, and value statements for your brand. These exercises are important for:

- Defining your brand's unique space in the market
- Ensuring your brand connects with your desired audience
- Ligning your team around your brand's core purpose
- Making strategic decisions that uphold your brand's integrity

Take your time to work through each section, the foundation you begin to build from these exercises will be invaluable for your long-term success.

Let's get started!

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Unify Mission, Vision, Values

Your Mission

To create a distinctive, resonant brand, it's important to first understand its current aspirations.

The following questions will help you uncover the core elements shaping your brand.

Take your time here, write down any thought or idea that comes up. This isn't about getting the "right" answer.



01 What three words do you want people to associate with you and your brand?

Start brainstorming by choosing words that capture the spirit of your brand, and what sets you apart.

Choose words that reflect these aspects – like *trustworthy*, *inspiring*, or *authentic*. Aim for words that resonate with the fresh perspectives and experiences you're bringing to the table like *luxurious*, *friendly*, or *innovative*.

#1 _____ #2 _____ #3 _____

02 If your brand was a person how would you describe their personality?

Imagine your brand as if it were a person interacting with your target audience.

Would they be seen as forward-thinking and innovative, or reliable and comforting?

Or maybe it's dynamic and energetic, or thoughtful and understanding?

03 What Specific Problem Do You and Your Brand Solve for Your Customers?

Focus on the core challenges that your brand addresses for its customers.

Does your brand simplify a complex process, offer a unique product that fills an existing gap, or provide a service that enhances your customers' daily lives?



As you answer these questions, patterns and key themes will emerge.

These insights are the building blocks for your brand's mission, vision, and values.

They help paint a picture of what your brand stands for, the direction you wish to take, and how you envision your brand growing and evolving.

Your Mission Statement

Your mission statement captures:

**what you do
who you serve
how it helps**

Serving as the actionable roadmap towards your vision.

It's a clear, memorable articulation of your brand's core purpose and value to the audience.

Once defined, your mission becomes the touchstone for all brand actions and decisions, keeping efforts aligned.

Define Your “What”

What core solution, service, or value do you aim to provide? Get specific about your main offer.


- Make a list of every product/service your brand offers
- Identify the common thread that ties them together
- Articulate the core benefit or solution at the heart of your offerings



Identify Your “Who”

Who is your core audience or customer base that you serve?

- Think demographics (age, occupation, location) and psychographics (interests, personality, lifestyle)
- What about their goals, pain points, and core needs?
- Do you serve a small niche or a larger group?



Uncover Your “How”

What core solution, service, or value do you aim to provide? Get specific about your main offer.

- Make a list of every product/service your brand offers
- Identify the common thread that ties them together
- Articulate the core benefit or solution at the heart of your offerings



Bring It All Together

Distill the what, who, and how into one clear, motivating statement that encapsulates your purpose.

We....

For...

Because...

Ensure It Resonates

Once drafted, ensure your mission passes these checkpoints:

- Is it clear, jargon-free, and easily understood by anyone?
- Does it inspire emotion and ACTION?
- Does it support your long-term vision?
- Will it remain relevant as your brand evolves?

Keep your newly crafted mission statement somewhere you'll see it often to remind you of your brand's path.

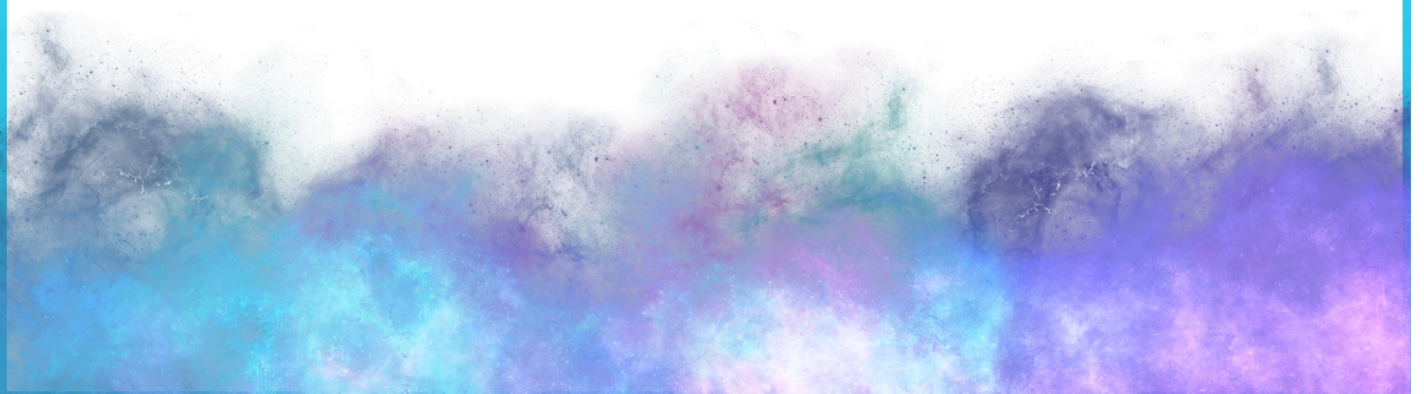
Refine relentlessly until your mission statement is a powerful, focused declaration of your brand's reason for being. This is the touchstone for all future efforts.

Your Vision

Crafting a vision for your brand involves defining the ultimate impact you aim to achieve.

It's about looking forward and imagining what success and influence your brand can have in the world.

A compelling vision motivates you, attracts support, and outlines a future shaped by your brand's efforts.



Gathering Inspiration

Research:

Look for vision statements from brands that inspire you. Take the time to read as many as you can.

Here are a few examples



“A world where anyone, anywhere can learn anything”
-Khan Academy

“A future filled with joy and wonder” -Disney

*“A future where people can feel welcome and at home
anywhere in the world”* -AirBnB

*“A future where environmental sustainability is a core
principle for all businesses”* -Patagonia

Reflect:

Spend a few minutes thinking about why these particular visions resonate with you. What do they have in common?

Write them down:

Write down your three chosen vision statements and why you chose them.



Imagining Your Ideal Future

Brainstorm:

Imagine a future where your brand has achieved its highest aspirations.

What does that future look like?

How has your brand contributed to this ideal world?

What is the most significant impact your brand could have?

In this exercise, there are no limits, use your wildest imagination.

What is your ideal future?

What is the biggest difference you could cause?
(Remember that you're imagining you can't fail)

Crafting and Refining Your Vision

Create Drafts:

Create several versions of the vision statement. If you have multiple team members you can each craft your own. Keep it short and impactful.

Consolidate:

Combine common themes and words that emerge into a unified vision statement. Ask yourself why each component is essential until you stop questioning its importance.

Simplify:

Edit your unified statement for clarity and brevity. Brevity breeds memorability.

Test:

See if you can recall your vision statement after a few days. Can you? If so you've created something both meaningful and memorable

A clear and compelling vision is the beacon that guides your brand. It's a statement of the change you wish to see and the legacy you aim to create.

Through these exercises, you've defined where your brand is heading and a way to inspire those who join you on this journey.

Keep this vision posted somewhere visible so you can return to it for inspiration and guidance.

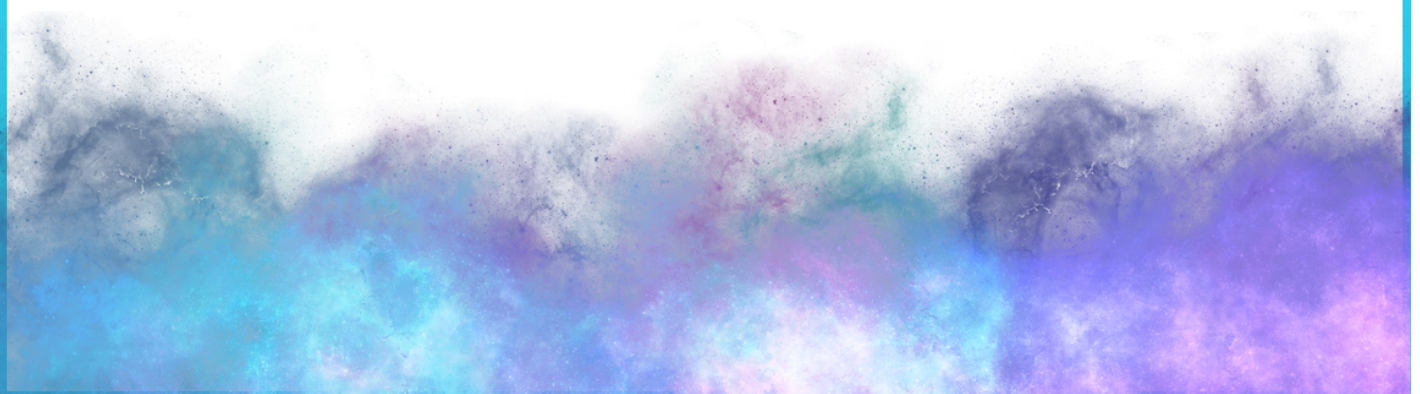
As your brand evolves, revisit your vision to ensure it remains as relevant and inspiring in the future as it does today.

Your Values

Your core values are the fundamental beliefs and principles shaping your brand identity.

They help differentiate your brand from competitors through an authentic identity that resonates on a deeper level.

It's a process of exploration and reflection, enabling you to establish a set of guiding principles that align with your personal and professional aspirations.



Identify Your Core Values

Begin by reviewing the following list of values. As you read each word, note down those that strike a chord with you – these are values you instinctively feel a connection to.

Don't spend too much time analyzing each word; go with your initial response. If you think of any values that aren't listed but you feel are important, then write them down.

Freedom
Commitment
Inclusion
Joy
Tradition
Spirit
Agility
Compassion
Thrift
Learning
Entrepreneurship
Practicality
Drive
Responsibility
Holistic
Inclusive
Loyalty
Understanding
Skill
Fortitude
Stability
Boldness
Energy
Honor
Humility
Presence
Health
Contentment
Reliability
Cooperation
Privacy
Support
Confidence
Originality
Elegance
Friendship
Intensity
Advocacy
Speed
Sincerity

Openness
Unity
Flexibility
Transparency
Passion
Revolutionary
Growth
Prudence
Ambition
Courage
Determination
Harmony
Continuous Learning
Empathy
Tolerance
Self-control
Dependability
Respect
Excellence
Foresight
Tenacity
Community
Conservation
Knowledge
Dedication
Order
Sustainability
Reflective
Trust
Adventure
Endurance
Gratitude
Empowerment
Accountability
Visionary
Communication
Mindfulness
Customer Focus
Liberty
Groundbreaking

Truth
Fun
Resilience
Service
Discipline
Integrity
Quality
Efficiency
Honesty
Imagination
Effectiveness
Professionalism
Independence
Precision
Restraint
Engagement
Patience
Leadership
Clarity
Impact
Generosity
Structure
Rigor
Enthusiasm
Listening
Diversity
Sensitivity
Stewardship
Focus
Thoughtfulness
Authenticity
Faith
Nurturing
Simplicity
Innovation
Security
Fairness
Mastery
Charity

Perseverance
Intelligence
Equality
Preparedness
Logic
Persistence
Calm
Proactive
Vibrant
Motivation
Legacy
Brilliance
Curiosity
Inventiveness
Teamwork
Care
Playfulness
Welcoming
Risk-taking
Creativity
Consistency
Kindness
Challenge
Justice
Self-reliance
Bravery
Serenity
Collaboration
Dignity
Strength
Development
Success
Balance
Safety
Experimentation
Intuition
Competence
Optimism
Inspiring
Ethical

Choose Your Core Representative Value

Choose one word from each group that best represents the overall theme of that group. This word will act as a label that encapsulates the essence of the grouped values.

| | | | | |
|------------------|---------------|--------------------|---------------------|------------------|
| Sustainability | Growth | Perserverence | Truth | Adventure |
| Responsibility | Development | Courage | Authenticity | Exploration |
| Unity | Creativity | Determination | Ethical | Freedom |
| Community | Imagination | Tenacity | Accountability | Independence |
| Conservation | Inventiveness | Self-Reliance | Empathy | Experimentation |
| Stewardship | | Integrity | Honesty | Discovery |
| Holistic | | Empowerment | | Liberty |
| Care | | | | |
| Nurturing | | | | |
| | | | | |

Create Actionable Core Value Statements

Transform each of your representative values into actionable core value statements. Do this by adding a verb to each value to turn it into a guiding principle or a call to action.

For Example:

To foster **community**

To encourage personal and professional **growth**

Feeling **empowered** to chase after your dreams

Act **authentically**

Live a life full of **Adventure**

Write Your Phrases Here:



Prioritize Your Core Values

Now the fun part, order your core values according to the importance they have to you and your brand. This prioritized list will serve as a reference to guide decision-making and ensure you are consistently acting in alignment with what you stand for.

Example Ordered List:

1. To encourage personal and professional **growth**
2. Feeling **empowered** to chase after your dreams
3. Live a life full of **adventure**
4. Act **authentically**
5. To foster **community**

Post this list somewhere visible to keep these values in your mind as you make choices in your personal and professional life.

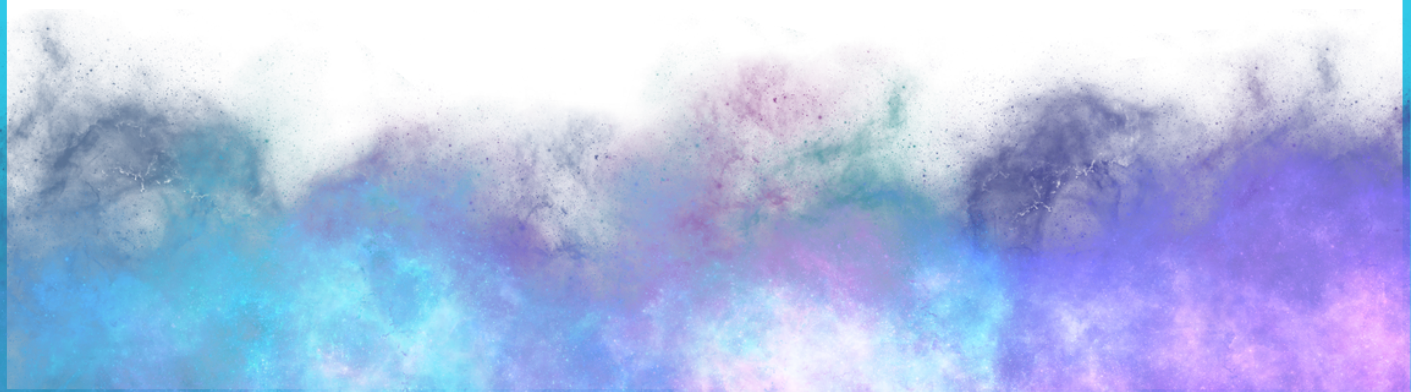
This exercise will clarify what you value most and assist you in aligning your actions with your true priorities, ensuring you live and work in a manner that is in line with your deepest beliefs.



Bring It All Together

Now that you've crafted your mission, envisioned your future, and identified your core values, it's time to weave these elements into one cohesive statement.

This not only clarifies your brand's essence but also strengthens your messaging across all branding and marketing efforts.



Template:



Our Brand, [Brand Name], exists to [Mission] by [How You'll Do It]. Our vision is to [Vision], grounded in our values of [Core Values]



Steps to Fill the Template:

1. [Brand Name]: Insert your brand's name
2. [Mission]: Summarize your mission in a brief statement or phrase
3. [How You'll Do It]: Briefly describe how you plan to achieve your mission
4. [Vision]: Condense your vision into a short, impactful statement
5. [Core Values]: List your top 3-5 core values



Example:

Our brand, DigitalWyld, exists to **empower individuals to travel more and work less by learning digital skills**. Our vision is to **enable digital mastery to achieve personal freedom**, grounded in our values of **authenticity, adventure, and empowerment**.

While this is one guided method, feel free to blaze your own trail. Adapt and personalize as needed to uncover statements that genuinely capture your brand's essence.

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Ready to Take Your Brand to the Next Level?



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You've laid the foundation of your brand. Now, let's build on that foundation and expand your reach with our comprehensive Digital Marketing Roadmap Course.

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Unlock Your Course



We're Cheering for YOU!

Congratulations on taking a significant step towards bringing your brand to life! We know it's no small feat to turn dreams into reality, and the journey can indeed have its ups and downs. That's why we're here to support you every step of the way.

We'd love to hear from you! Tell us how the workbook has impacted your brand journey or how we can assist you further.

Stay wyld,

Chloe & Alex



@digitalWYLD